



State of Wisconsin  
**Governor's Bicycle Coordinating Council**

**Governor's Bicycle Coordinating Council**

Wednesday March 20<sup>th</sup>, 2024

9:30 am to 12:00 pm

Hybrid Meeting: In-Person at the Wisconsin Capitol and Online via Zoom

**Council Members Present:**

Andrew Potts, Committee Chair  
Jeff Anderson, Dept. of Tourism  
Craig Heywood, Public Member  
Senator Chris Larson

Michael Morgen, Dept. of Public Instruction  
Scott Peterson, Public Member  
Christopher Squires, Dept. of Transportation  
Jessica Wineberg, Public Member

**Others in Attendance:**

Alexandria Coffman, Dept. of Transportation  
David Dahms, Dept. of Transportation  
Lexi Davis, Dept. of Health Services  
Nate Goodell, Dept. of Transportation  
Daniel Graff, Dept. of Transportation  
Collin Mead, Wisconsin Bike Fed  
Steph Mertens, Dept. of Transportation

Jake Newborn, Wisconsin Bike Fed  
Sara Rigelman, Dept. of Natural Resources  
Justin Sargent, Sen. Larson's Office  
Matt Schreiber, Dept. of Transportation  
Kate Thickens, Rep. Shelton's Office  
Austen Wallenfang, Rep. Shelton's Office

**Meeting was called to order by Andrew Potts at 9:35am.**

**Reminder on Voting Procedures**

- Chris Squires reminded Council members that only formal Council members can create a motion, second a motion, or vote during Council meetings.
- Others in attendance at Council meetings can participate in other aspects of the meetings.

**December Minutes Approved**

Jeff Anderson moved to approve the December 20<sup>th</sup> meeting minutes, and the motion was seconded by Michael Morgen.

**Legislative Initiatives**

- Representative Shelton's Office: Staffers Kate and Austen
  - The Stop State Bill (LRB 3392) has been introduced, which would require drivers to stop for pedestrians in select crosswalks.
  - The Complete Streets Bill was referred to its respective committees but did not receive a hearing.
- Senator Larson's Office: Senator Larson and Chief of Staff Justin Sargent
  - Senate session ended 1 week ago with no progress on bicycle and pedestrian bills. The bicycle and pedestrian bills introduced this session were:
    - Bicycle Tax Credits (LRB-2796/2831): Refundable income tax credit for bicycle purchases and granting an appropriation.
    - Complete Streets Bill (LRB-5342/5093): Requiring bicycle and pedestrian facilities in highway projects and granting rule-making authority.
    - Stop State Bill (LRB-3392): Requiring vehicles to stop for pedestrians at certain intersections and crosswalks.
    - Recreational Trail Condemnation (LRB-4825/5280): Condemnation authority for recreational trails.



State of Wisconsin

## Governor's Bicycle Coordinating Council

- Senator Larson commented that Council members can make recommendations to the Governor's Office about upcoming budget decisions impacting bicycle and pedestrian issues.

### **Annual Public Records Training:** Daniel Graff, WisDOT Office of General Council

- Any file is public record unless protected otherwise.
- Denial of a public record request is only provided in exceptional cases.
- Objective 1: Recognize when you have a public record.
  - Government records are property of the State of Wisconsin.
  - Anything paper or electronic with information about government business (with a few exceptions) is a public record (ex. meeting agendas, reports, spreadsheets, emails, videos)
  - Record location does not matter (public records on personal devices are still subject to public record requests).
- Objective 2: Understand what is NOT a public record.
  - Reference Material
  - Duplicates (if the document exists elsewhere in a government agency and the copy you keep is for purely personal use)
  - Unsolicited material (ex. mass emails)
  - Personal property with no relation to government business.
  - Drafts and notes for personal use are not public record, however, if drafts are shared, they become public record.
- Objective 3: Understand how to properly retain public records.
  - If there is not an RDA (Records Disposal Authorization), public records should be kept indefinitely.
  - Utilize State guidance to determine where to send records once they have expired.
  - Before you destroy a record ensure that there are no related audits, pending requests, or lawsuits.
- Objective 4: Recognize a public records request and handle the request appropriately.
  - The requestor does not need to provide a reason for obtaining the record in their request.
  - Public record requests can be submitted by any method (ex. verbal, email, mail)
- Objective 5: Know where to go for help.
  - Find a records custodian, officer or coordinator affiliated with the State of Wisconsin.
  - Go to Chris Squires or other WisDOT staff for help connecting with the personnel mentioned above.

### **Economic Impact of Bicycling in Wisconsin Report Update:** Nate Goodell, Economist and Chris Squires, Statewide Bicycle and Pedestrian Coordinator

- The Council requested that the report be updated during December's meeting. The report was last updated in 2019 in an effort lead by DHS.
- WisDOT is leading the effort to update this report, with help from the Department of Tourism. Intent is to complete the report by the end of 2024.
- Current progress:
  - Working to determine what industries and activities should be captured in economic analysis (ex. bicycle production, bicycle tourism, downstream economic impacts)
  - Working to quantify the direct impact of bicycling and quantify related multipliers. For every dollar spent on bicycling, how many more dollars are generated?
  - Working to quantify the economic impact of bicycle tourism.
    - Assumptions will have to be made based off the data available.
    - Bicycle events contribute towards the impact of bicycle tourism.
  - DOT and Tourism have reached out to industry connections for more information.



State of Wisconsin

## Governor's Bicycle Coordinating Council

- Jeff Anderson: Department of Tourism's economic impact report for 2023 will be released in early June. The Office of Outdoor Recreation is available to help with the report.
- Chris: Hoping to reach out to DHS for assistance as well, since DHS spearheaded the current report.
- Comments and Questions:
  - Andy Potts: Finding data sources is a big part of the report. Industry numbers are probably the easiest to get ahold of, followed by bike events by talking to organizers and extrapolating. Recreational and commuting data is the hardest to get ahold of.
    - Nate Goodell: Some business data would be helpful, but when we use business data, we must clean the data to ensure that people cannot backwards engineer the data. Most business data is going to be qualitative data to protect private information.
    - Jake Newborn: Data broken down by county would be useful when talking to legislators and local stakeholders.
    - Nate Goodell: Industry data needs to be statewide. Other data could be by county.
  - Sara Rigelman: Let me know if DNR can provide any data or assistance.
  - Jake Newborn: Bike Fed runs across business improvement districts prioritizing street parking. Is there data that can support the prioritization of bicycle infrastructure?
    - Are there case studies of bicycle investments increasing sales for nearby businesses?
    - Nate: We could include case studies in the report. We can also try to get an idea of how many dollars are created by a person spending money on bicycling in the area.
  - Chris Squires: Kirsten was going to put together a list of bicycle-related businesses and events in the state, which will be helpful when updating the report.
  - Andy Potts: How helpful would bike counts be? I know some are available for Dane County.
    - Chris Squires: There is also data for Southeast Wisconsin, but not many other areas in the state.
    - Nate Goodell: That data would be helpful.
    - Andy Potts: I will get you the contacts for Dane County data.
    - Jeff Anderson: Northern Wisconsin does not have many trail counters.
    - Sara Rigelman: DNR has some data related to trail counters and trail passes sold.
    - Matt Schreiber: Some RPCs around the state have counters (ex. EWRPC).
    - Andy Potts: Strava data could also be helpful, but they may charge for it. Fitchburg was able to get access to some Strava data to view bike traffic patterns.
    - Chris Squires: We must remember that lack of ridership data does not mean lack of use.
  - Sara Rigelman: Did the creation of the 2019 plan include any type of user survey?
    - Chris Squires: No
    - Alexandria Coffman: There were recent surveys conducted as part of the Active Transportation Plan that could potentially be used.



State of Wisconsin  
**Governor's Bicycle Coordinating Council**

**WisDOT Active Transportation Plan Update:** Matt Schreiber, Urban and Regional Planner Advanced

- The first round of public engagement is complete (over 1500 comments). The key takeaways were:
  - Safety is critical.
  - People want to use the active transportation system more.
  - Barriers to system use identified: Distance, vehicle speeds and volume, infrastructure, weather.
  - State and connecting highways are rarely used for active transportation (urban or rural)
  - Separation from traffic is important to users and could increase ridership.
  - Facilities need to be accessible, connected, and maintained year-round.
  - WisDOT should be the leader in bicycle and pedestrian guidance (already moving in the right direction with the ATP update and Multimodal Design Guidance update).
- Public engagement is not done. More opportunities will be available in the future.
- The draft policy-based plan is underway and will reflect goal areas.
  - A Technical Advisory Committee meeting is expected in the next 6 months.
  - There may be draft policies to discuss in person during the June meeting.
- Comments and Questions:
  - Lexi Davis: What is the timeline for finishing up community engagement and finalizing data?
    - Matt Schreiber: We completed an engagement action plan that outlines how we will engage the public throughout the planning process. The main opportunity for future public comment will be when the draft plan materials are released.
    - Lexi Davis: DHS is working closely with a small number of communities that might be interested in partnering to get more local data.
    - Matt Schreiber: I'm always open to giving more presentations and engaging more people in the process.

**WisDOT Multimodal Design Guidance Update:** Chris Squires, Statewide Bicycle and Pedestrian Coordinator

- WisDOT is currently updating the Wisconsin Guide to Pedestrian Best Practices, and Wisconsin Facilities Design Manual, along with relevant sections of the Facilities Development Manual.
  - Lots of innovation in bicycle and pedestrian design since previous 2001/2002 guidance.
  - Two of four joint Technical Advisory Committee/Stakeholder Committee workshops have been completed. The other two workshops will be held over the next couple of months.
  - Updates are expected to be complete in fall 2025.
  - WisDOT is working with Toole Design. They may be available to attend a future Council meeting.
  - WisDOT bicycle and pedestrian design guidance is used for WisDOT projects, WisDOT administered programs (including TAP and local programs), and by jurisdictions that do not have their own design guidance.
- Comments and Questions
  - Andy Potts: I'm interested in Toole attending a meeting when there is more information to share about the proposed content of the design guide.



State of Wisconsin  
**Governor's Bicycle Coordinating Council**

**Council Business Items:**

- Updates on Council Initiatives
  - Proposed Council Website
    - WisDOT bicycle and pedestrian pages are currently being reviewed for updates.
    - Bicycle Council Website could potentially live under the WisDOT bicycle page and include agendas, minutes, membership, and executive order establishing the Council.
    - Administrative approvals within WisDOT will be needed before publication.
  - Potential Expansion of the Council to Include Underrepresented Group Representation
    - Andy spoke with Zach Madden from the Governor's Office. This inquiry sparked a much larger conversation within the office about tribal membership on all counsels.
  - Bicycle Event Toolkit
    - The current toolkit created around 2018 was distributed with the meeting agenda.
      - Current toolkit was primarily created by Scott Peterson and David Spiegelberg.
    - Jeff Anderson: I noticed some links and content that need to be updated, and some items that should be removed. We should verify that the photos in the current toolkit were taken in Wisconsin. Tourism and DNR have lots of photos that can be used. Does the Council think that the toolkit needs major updates, or just minor updates? If WisDOT can send me an editable file, I can make edits that need to be made on our end.
    - Sara Rigelman: We need to make sure that people can find the toolkit and get the word out that the resource exists once updates are made.
    - Lexi Davis: An updated budget would also be helpful. The current budget is 15 years old.
- National Walk, Bike & Roll to School Day (May 8<sup>th</sup>, 2024)
  - Andy Potts: Is DOT planning to do anything on social media that others could share?
    - Chris Squires: I'm not sure. We can reach out to Lee Sensenbrenner to see.
  - Andy Potts: Wisconsin Bike Week is the first week of June.
    - Jake Newborn: The BikeFed website was just updated with information on Wisconsin Bike Week. We will be pushing some walk and bike to school week materials, as well as Wisconsin Bike Week materials. The theme for Wisconsin Bike Week this year is "Bikes Mean Business."
  - Andy Potts: Does it make the most sense to coordinate through WisDOT?
    - Chris Squires: Sure, we'll reach out to our public affairs office and convey what we learn to agency partners and others.

**Agency and Partner Updates:**

- Department of Public Instruction: Michael Morgen
  - Unsure if DPI has promoted Bike to School Day or Wisconsin Bike Week in the past. If other agencies are promoting something, we'd love to know since we have a direct link to schools.
    - Jake Newborn: We'd love to connect about this event.
- Department of Health Services: Lexi Davis
  - The State Physical Activity and Nutrition Program now has CDC funding once again. The physical activity strategy is focused on community design for physical activity. We have a small amount of funding to support a small number of communities across the state.



State of Wisconsin

## Governor's Bicycle Coordinating Council

- DHS is collaborating with DNR and WisDOT on the Safe Routes to Parks Accelerator program.
  - DHS is always open to collaborations with other agencies and community partners.
- Department of Tourism: Jeff Anderson
  - Tourism awarded two Joint Effort Marking (JEM) grants to bicycle events: Ironbull Red Granite Gravel Grinder in the Wausau area and Treadhead Cycling Fall Tour Ride in the Lake Geneva area.
  - Tourism awarded a Ready, Set, Go! (RSG) grant to Janesville for the 2024 para-cycling national championships. RSG grants provide funding to bring competitive sporting events to Wisconsin.
  - Heidi Shultz and Jeff Anderson will be hosting a bicycle grants webinar on Wednesday, April 3<sup>rd</sup>.
  - Gravel biking seems to be of growing interest in Wisconsin.
  - The Healthy Communities Summit will be held on April 29<sup>th</sup> in Madison.
- Department of Natural Resources: Sara Rigelman
  - Daily vehicle and trail passes can now be purchased online. This should alleviate some of the staff pressure and wait times during peak hours. Trail vendors can still sell passes.
  - DNR anticipates that annual trail passes will eventually be available online as well.
  - 2023 Visitation Numbers: 15% increase from pre-COVID-19 numbers, 1.6% increase from 2022.
    - Estimate of 1.3 million trail users (this was likely calculated by trail passes sold)
  - Actively working on a 2025-27 program budget and enabling increased spending authority.
  - Several regional master plans are underway. Goal is to have drafts by late 2024 or early 2025.
  - There is a proposed variance for the Military Ridge State Trail related to the City of Verona potentially paving a section of the trail for Safe Routes to School and community use.
  - Lots of projects are in the design phase including bridge repair and replacements and the Stewart Tunnel. Currently working with DOA to get consultants on board.
  - Rock Lake Trestle Bridge has reopened.
  - Potential partnership with the Flyway Trail for a connection to the Great River State Trail.
  - New connection to the Military Ridge State Trail (working with Iowa County Highway Dept.)
  - Construction may start this spring for a 1 mile mountain bike trail loop in New Glarus Woods.
  - Run for the Trees Happy Little 5k (late April): Funds go purchasing trees for DNR land.
  - Upcoming events related to National Trails Day (June 1<sup>st</sup>) and Free Fun Weekend.
  - Watch out for events related to upcoming DNR trail and property anniversaries.
- Department of Transportation:
  - Transportation Alternatives Program (TAP): Steph Mertens
    - Statewide selection committee will meet in early April with awards announced in May.
    - 106 TAP applications submitted; request amount exceeds funding availability.
  - Bureau of Transportation Safety (BOTS): David Dahms
    - BOTS has funding for bike/ped safety and outreach projects. Contact David for information or with ideas.
- Partner Updates:
  - Bike Fed: Collin Mead
    - Healthy Communities Summit is April 29<sup>th</sup> from 8am to 5pm in Madison. Please share the event website with those who might be interested.



State of Wisconsin

**Governor's Bicycle Coordinating Council**

**Motion to Adjourn:** Motion by Jeff Anderson, seconded by Andy Potts. Meeting was adjourned at approximately 11:30.